

SOLVING PROBLEMS OF TRANSPORTATION

Study of Separate Business Needs Is Required of Truck Makers.

LOSSES ARE THUS AVOIDED

Consumers Are Pleased and a Greater Market Is Developed as Well.

There are two ways of doing the motor truck business. The usual way is to build one or two sizes from a single design and then try to sell as many trucks as possible by making these sizes do for every purpose.

The other way is: (1) make a thorough study of transportation problems; (2) find out what designs and sizes will best meet each different need; (3) build those designs and sizes with every wanted style of body; (4) apply exactly the right truck in each case.

The scientific solution of transportation problems is what the International Motor Company aims to provide. It chooses the kind of transportation rather than merchandizing a particular truck.

LIGHT TRUCK A MONEY MAKER.

Dealers and Users Both Are Pleased With Its Work.

"That the motor truck is a business getter, a money maker and a money saver and that it is constantly growing in popularity among business men everywhere is being testified to by owners of our popular light delivery power wagons in every section," says R. M. Olds, president of the Reo Motor Truck Company.

"The coal dealer is one of the latest class of converts to the greater economy and efficiency of the small truck over the horse. Scores of coal and wood dealers who have used the Reo light delivery truck for the last six months or more are increasing their original orders with our local dealers after being convinced that our light truck will do at least the work of four heavy horses. To be more specific a letter just received from Herbert Crabtree, at New Brighton, Staten Island, says that last August he bought a Reo truck from our local dealer there and that every day since then he has hauled fifteen loads of coal with it and every load weighed at least a ton, which is five hundred pounds in excess of our advertised load capacity. He states that in the worst snowstorm last February, when he was unusually rushed, he delivered twenty loads, weighing a ton each. 'Heretofore,' Mr. Crabtree says, 'it has cost him at least \$1,500 for the hire of extra teams during the winter, whereas with the Reo truck this winter he has actually saved the \$1,500, the usual extra winter's hire; besides, his customers have been receiving better service.'"

"It is certainly very gratifying to receive letters like these from our pa-

AVOIDING TIRE DELAY.

Demonstrating a Needed Feature in Truck Shoes.

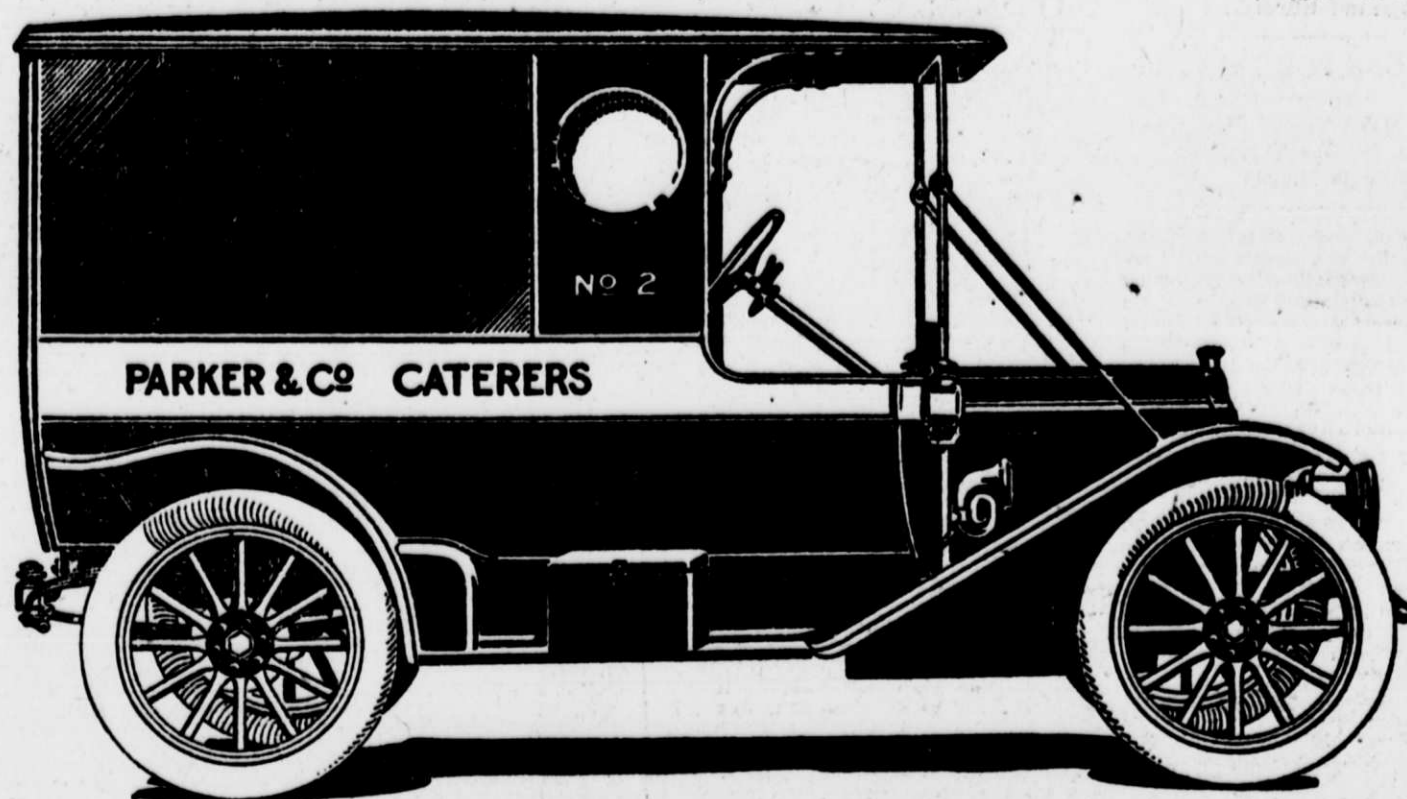
Eliminating delays in making tire replacements is one of the big economy steps in motor truck operation. Every hour a truck is out of service it is costing its owner money. In the first place he is not realizing on his investment and furthermore a truck inactive, is not fulfilling its mission.

Every truck owner knows what it means to have one or more of his trucks laid up for hours, perhaps days, while tire changes are being made. When pressure applied tires were used exclusively such delays were apt to be more the rule than the exception. Changing a tire anchored to the rim by old methods of application is no small job. In fact, it is work for a mechanic armed with a varied assortment of special tools. And the ordeal consumes time, how much time depends upon conditions to be met, the skill of the workman and the tools at hand.

Commenting upon the tire equipment of trucks F. F. Phillips, manager of the solid tire department of the United States Tire Company, says: "Above almost everything else it is essential that trucks should be operated on a definite schedule, each truck taking and holding its place in the delivery system. If it becomes necessary to declare a truck out of commission every time a tire replacement is required this plan, of course, cannot be followed. This fact was taken into consideration by tire manufacturers a long time ago and it was seen that a tire with demountable features making it possible for a driver to make changes anywhere in a few minutes time was an absolute necessity."

"After a great deal of experimenting

It is the SUCCESSFUL Merchant Who Needs This Car



Studebaker-Flanders "20" Delivery Car, \$800

This is a story to the merchant who thinks, who measures his business, counts his costs, advances and succeeds. You, Mr. Merchant, who are the master of your business because you know it through and through, are the man who will find these words worth while. We do not know your business, but about one feature of your business we do know a great deal—and that is your delivery problem.

The Studebaker-Flanders "20" is not a motor truck; it is a light, strong, speedy delivery car. The light cavalry of business. It costs \$800. And this car brings to your delivery problem a practical solution—Efficiency. Speed, low cost of upkeep and the lowering, per unit delivered, of all your delivery costs.

This Car Adds Efficiency

You can expect the Flanders "20" delivery car to replace two or three horse vehicles, depending upon the average length of your delivery trip.

It will enable you to make deliveries with speed, and for the same reason reach and satisfy buyers who are now out of your sales territory. In a word it will give you a quicker and far wider market for your goods.

Upkeep cost will be as low or lower than the horse vehicles displaced, according to the care and skill of your driver. And when you measure the work accomplished, the advantages of the swift, strong car, you will be certain of a lower cost per unit delivered, and that is the mark of Efficiency.

On the face of it we will have to admit the advantage is all in favor of the Flanders "20" Delivery Car, and not the horse.

Studebaker Guarantees It

You know the name Studebaker. It stands for the best of its kind. And when the Studebakers tell you that this Flanders "20" is the best delivery car built you have the squarest assurance in the world. For sixty years Studebakers have built vehicles famous the world over and in the great E-M-F factories at Detroit Studebaker-Flanders "20" automobiles are now being manufactured by the most skilled processes known. Quantity production and diligent inspection have enabled us to use better materials at a lower price than any of our competitors can afford. If you pay more you will get less for your money; if you pay less you will buy very much less.

Studebaker-Flanders "20" is a Sure Value

The Flanders "20" has proved in service everywhere, almost always in the hands of inexperienced owners, that it is strong and reliable. It will stand up against the strain of delivery service. Besides, we guarantee every car for a year. The body is a Studebaker—South Bend—product. Every dimension is ample, and has been proportioned as the experience of years decides.

The car is handsome; it is attractively painted. It will win your confidence and win friends for your business. You are up-to-date when you own this delivery car and your customers are going to know it. Progressive methods bring business. Here's the next move.

The Facts Are Ready for You

Our New York Branch will tell you precisely what the car is doing for other business men in just your line. Get the facts. That's all we ask. If we could place the facts concerning the Studebaker-Flanders "20" Delivery Car before every Successful Merchant in New York, we could hardly build cars enough this year to fill those orders alone.

And that day is coming, because the Successful Merchant needs a delivery car and this car is right.

Don't delay in getting the facts about the Studebaker-Flanders "20." We'll do the best we can for you on deliveries.

Send for Our Delivery Car Folder

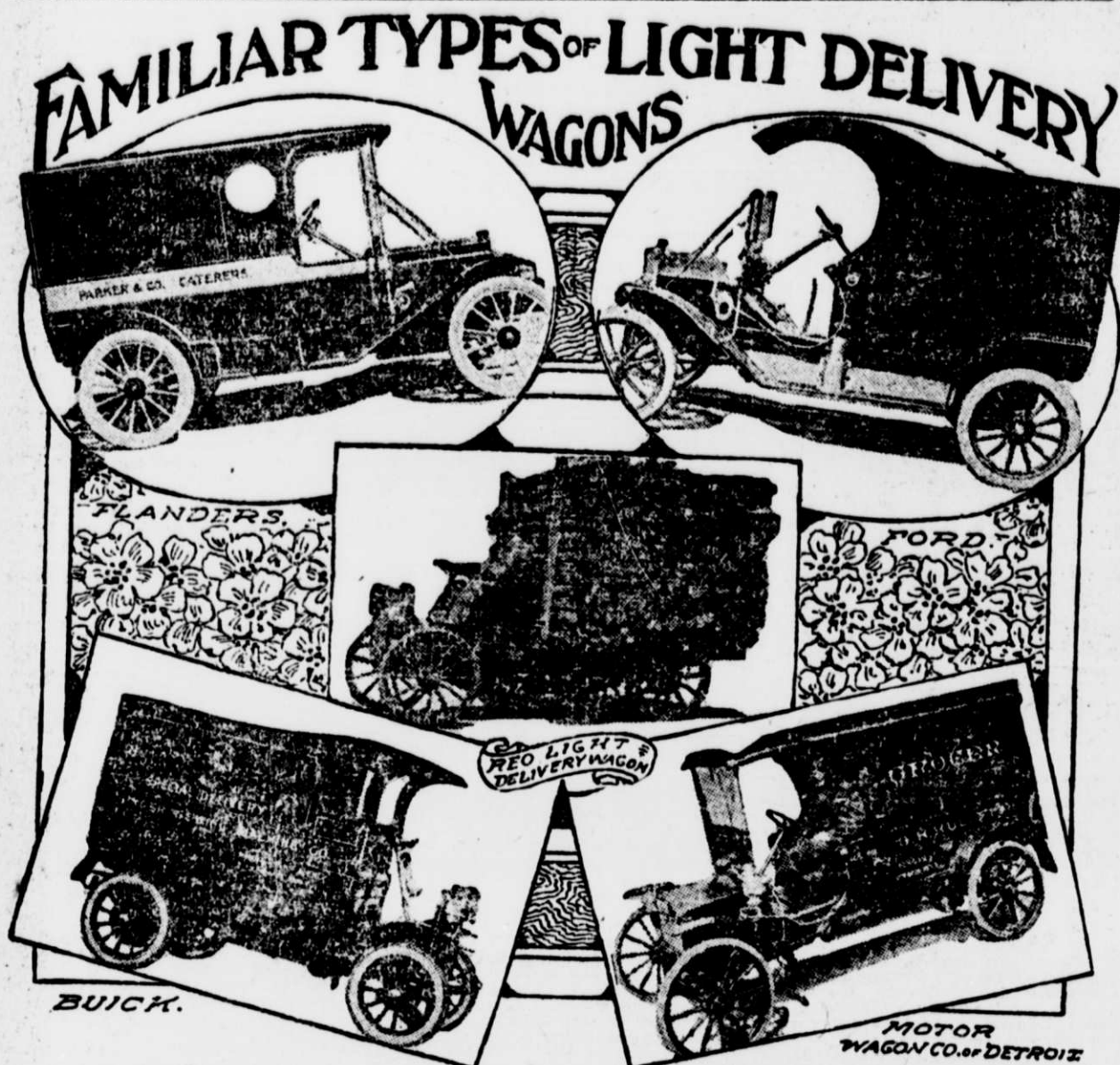
STUDEBAKER CORPORATION

DETROIT, MICHIGAN

STUDEBAKER BROS. CO. OF NEW YORK

BROADWAY AND 59th ST. 'PHONE 7151 COLUMBUS.

NEWARK ADDRESS: 239 HALSEY ST. 'Phone 6143 Market.



It studied the transportation problems of different lines of business. It provided trucks to solve these problems.

Study the transportation problems. A real understanding of the individual problem is essential to both economy and efficiency. It calls for a great fund of information about the transportation side of the business under consideration—knowledge of actual experience in that line of business with all kinds of equipment, horse drawn and power driven.

Lack of this knowledge by truck dealers has already cost the business community hundreds of thousands of dollars. Some of the money has been lost by buying equipment that was wrong; some by refusing to buy any equipment at all, where the right motor truck equipment would have saved thousands of dollars a year. Unsatisfactory service given by wrong equipment no doubt has prejudiced some business men to whom real truck service would be extremely profitable.

The engineering department of the International Motor Company has collected complete data on practically every use of truck. This information is at the disposal of every business man, either for determining the possibilities of motor truck transportation for his business or for picking out truck equipment. It is sent on request by the engineering department in New York or by any representative of the company anywhere.

Length of profitable service is the proof of motor truck value. There is no other proof that counts. Motor trucks have been in use twelve years. The first Mack ever built is still actively employed every day in Tucson, Ariz. Saurer trucks, originally built in Europe, are the oldest successful motor truck anywhere. Employed for commercial purposes for seventeen years, they have a most remarkable record. They have taken fifty-three first prizes in ten contests conducted by European Governments and automobile clubs. Privately owned Saurers are subsidized as auxiliary war equipment by both France and Germany and are used in postal and other government service in several countries.

For long life as well as economy of operation, a truck must be suited in size to the duty it performs. A truck intended for light loads is soon worn out by heavy loads. A truck of large load capacity wastes power, loses time and is extravagant in every way for light load work.

Mack and Saurer trucks are built in sizes giving this range of load capacities: 1 1/2, 2, 3, 4, 5, 6 1/2, 7 1/2 and 10 tons. This gives a very different kind of service, from light delivery to the heaviest haulage.

Convenience and rapidity of loading, unloading and delivery and safety of transport, require bodies designed specially for each different sort of use too. The International Motor Company has its own body plant where it builds all the standard types of bodies and can design and construct special bodies for any unusual need.

The company has already established its own service stations in all the large centres. There owners of its trucks find materials and workmanship of factory standard and the personal interest which every representative of the company has in maintaining its product at the highest point of efficiency. Other service stations are already being opened and still others will be added when circumstances make them desirable.

The International Motor Company is entirely devoted to a motor truck business. The attention of every department is given strictly to the solution of transportation problems; neither engineering nor sales forces are influenced by outside or indirect considerations.

R. W. JOHNSON, JR.,
International Motor Company

trons. Our dealers are enthusiastic with the Reo light delivery wagon as an auxiliary line to the Reo pleasure cars. An enthusiastic truck dealer wrote yesterday that his greatest trouble is not to sell the trucks but to hold his customers down to our 1,500 pound advertised capacity, to which he receives the invariable reply, "Never you mind, boss, the little wagon don't owe me a nickel now, so don't worry about it." In fact, the greatest economy in keeping a wide margin of safety when loading a truck of any description is a good driver will also save at all times to save his truck from as many road shocks as he possibly can. In other words, he will take the heavy spots soft and the soft spots hard. By so doing the life of the truck may be easily doubled or tripled and all road and other troubles would be reduced to the lowest possible minimum."

"The question should not be, 'Can the truck carry the load?' but rather, 'Can it carry the load comfortably?' A motor truck should not be overloaded or overtaxed any more than a man or a good horse should. The greatest economy in keeping a wide margin of safety when loading a truck of any description is a good driver will also save at all times to save his truck from as many road shocks as he possibly can. In other words, he will take the heavy spots soft and the soft spots hard. By so doing the life of the truck may be easily doubled or tripled and all road and other troubles would be reduced to the lowest possible minimum."

GREETING THE MOTORIST.

Some of the Signs Seen by Downs of the Simplex on His Travels.

Eugene L. Downs, manager of the agency department of the Simplex Automobile Company, who recently completed a four thousand mile trip demonstrating the new 28 horsepower Simplex car to agents, jotted in his note book while making the trip a few readings of the signs he passed in northern Pennsylvania, one of the signs set at the roadside by village officials read: "Automobilists must be moderate." There is nothing to indicate whether moderation in drink or speed is meant.

In Maryland he was confronted by a sign saying: "Blow here." The motorist knows that this is meant for him but it must be a bit startling to horsemen. In Pennsylvania, one of the signs set at the roadside by village officials read: "Automobilists must be moderate." There is nothing to indicate whether moderation in drink or speed is meant.

Among the many signs noted by the Simplex man were: "Turn or burn," "Walk your horses," "Trotting on this bridge prohibited" and, "It's the place that kills." Mr. Downs said he spent some time and not a little money in a town which greeted him with this sign: "Welcome to our city." Not all the signs, however, for the character of some in Mr. Downs' notebook showed that they were the work of cranks.

Peerless Truck's Active Service.

A Peerless three ton motor truck operated for a year by the M. Sweeney Company of Fall River, Mass., has had a busy and varied career. It has been used night and day with two shifts of men working it and has travelled more than 9,000 miles. In the day time it does general trucking and moves household goods. On Sundays in the summer passenger seats are fitted on and it takes excursionists to the ocean beaches. In the strawberry season it has regularly carried two truck loads of strawberries every night from Fall River to Providence. It is used often for transporting interurban freight, and so largely increases the mileage it has piled up.

Leaving Fall River at 6 o'clock in the morning the truck has taken a heavy load to Lynn, and after covering 120 miles reached home at 7 o'clock in the evening. It has done as much as 300 miles in twenty-four hours. The truck is fitted with a special convertible body. The sides and top are removable and the top can be adjusted to allow for variable heights. This is a convenience when a piece of furniture is taller than the standard body. It is unnecessary to take down the sides and such things apart in moving.

After covering 8,100 miles a new set of tires was put on the rear wheels—the first renewal. The owners have just given the Peerless Motor Car Company an order for a duplicate of this truck.

such a tire finally became a reality and a short time ago was placed on the market. The results have fully justified the extremes that were touched in bringing about its perfection. Demountable solid tires make it possible for truck owners to operate their vehicles far more economically than ever before. Tire changes can be made in fifteen minutes time by any ordinary workman. As a result the truck is never out of commission on account of tires.

IN THE LIGHT CAR FIELD.

Studebaker Corporation Chassis Aimed at Certain Trades.

C. F. Redden, manager of the automobile department of the Studebaker New York branch, says: "There has been a constantly growing demand for a light panel wagon suitable for grocers, florists, milliners, meat markets, laundries and other merchants requiring a rapid and absolutely economical and dependable delivery wagon at a low first cost, and in bringing out our wagon we believe we meet that demand. The low price creates a large demand; the large demand necessitates quantity production; quantity production insures a degree of quality that cannot be obtained otherwise, and generally at about one-half the price."

"The chassis used for this wagon is well known. For the past year it has been establishing records throughout the country for endurance and reliability, successfully carrying five passengers over mountainous roads, deserts and through swamps, and winning for itself the confidence of every one who has had occasion to follow motoring events. For instance, the conditions encountered in pathfinding the recent Glidden tour by one of these chassis without a single mechanical adjustment from New York to Atlanta were more strenuous and demanded a higher degree of stability than will ever be required for delivery wagon purposes."

"The panel body compares favorably with wagons selling at double the price. It is interchangeable with the touring car body, which combination affords a commercial vehicle six days a week and a touring car for Sundays and holidays."

REPEATING ON PIERCE TRUCKS.

Policy of Making Sure All Was Right Brings Natural Reward.

The Harrolds Motor Company, distributors of Pierce Arrow trucks in this territory, says that the truck now being sold was thoroughly tried out for four years before it was actually put on the market. In this period many orders were turned down simply because of the "make sure it's right" policy.

This method of introducing trucks has proved itself in reorders on Pierce trucks. Arbuckle Bros. ordered one truck on January 19, 1911, three more October 6, 1911, and another on January 29, 1912. Jones Bros. ordered one March 19, 1911, another November 10, 1911. The Cheung brothers ordered one July 31, 1911, and another March 27, 1912. Murtha & Schmitt ordered one January 29, 1912, and a second one March 27, 1912.

Three more repeat orders are promised for the next three weeks from concerns in this city which have owned Pierce Arrow trucks for six months.

Anachronistic.

A great-great-grandnephew of George Washington, or so R. F. Washington, who runs a hotel in Charleston, W. Va., is said to be several weeks ago bought a new E-M-F \$5 from the Charleston Studebaker representatives.

"How do you like your car?" asked a friend from Columbus. "As you will know," replied Mr. Washington, "I cannot tell a lie. The E-M-F \$5 is the best motor car value on the market, by a great margin."